

Asian/Pacific Islander
Quit Line Data Summary
 April 1 - June 30, 2004

	<u>Asian/Pac. Is.</u>	<u>State</u>
Number of Calls to Quit Line	N = 47	N = 2,932
Percent of Statewide Calls	2.1%	100.0%
Percent of State Population	6.0%	100.0%
	<u>Asian/Pac. Is. %</u>	<u>State %</u>
Gender	N = 47	N = 2,604
Female	31.9%	62.4%
Male	68.1%	37.6%
Race/Ethnicity	N = 47	N = 2,203
Asian/Pacific Islander	100.0%	2.1%
Age	N = 46	N = 2,425
Less than 18 years old	4.3%	1.8%
18 - 24 years old	19.6%	14.6%
25 - 34 years old	30.4%	22.7%
35 - 44 years old	23.9%	27.4%
45 years and older	21.7%	33.5%
Education	N = 44	N = 2,312
Did not graduate high school	15.9%	20.6%
High school graduate	36.4%	35.9%
Some college/vocational school	27.3%	33.6%
College graduate	20.5%	9.9%
Caller Type	N = 45	N = 2,700
General Information	2.2%	9.5%
Health care provider	0.0%	4.9%
Tobacco user	97.8%	85.6%
Payer Type	N = 34	N = 1,873
Insured	50.0%	31.1%
Uninsured	41.2%	30.3%
Medicaid	8.8%	38.6%
Heard About	N = 37	N = 2,176
Past caller	10.8%	15.2%
Employer/worksites	0.0%	0.9%
Health care provider	32.4%	31.3%
Television	10.8%	11.0%
Outdoor advertisement (billboard/bus/wall)	5.4%	1.8%
Targeted mailing	2.7%	0.3%
Great Start	0.0%	0.1%
Radio	8.1%	1.5%
Newspaper/Magazine	0.0%	0.4%
Brochure/Newsletter	10.8%	6.1%
Family or friend	16.2%	23.9%
Health Department	0.0%	6.3%
School	2.7%	1.3%